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The FAMOUS NIKOLAS LACQUERS



LACQUERS
NIKOLAS
CHAMOUS





APR 20 1915

The
Famous
NIKOLAS
LACQUERS

Manufactured by
G.J. Nikolas & Company
1227-1229 W. Van Buren Street
CHICAGO



Main Office and Factory, 1227-1229 W. Van Buren St., Chicago
Brooklyn, N. Y., Branch, 170 Second Ave.

Agencies: J. D. French Co., San Francisco, Cal.
W. P. Fuller & Co., Los Angeles, Cal.
W. G. Francis, Toronto, Ont.

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G. J. Nikolas
THE ORIGINATOR of the
FAMOUS NIKOLAS LACQUERS

ID 89-135144 TCF

The Famous Nikolas Lacquers

Facts About Lacquer



YOU polish, plate and lacquer your goods to make them attractive, so they can be sold. A highly finished article sells readily because it pleases the eye. A tarnished article will not sell at all because it is displeasing to the eye.

“Nikolas” Lacquer imparts a beautiful lustre to the metal and when used with gold colors, fine imitations of gold plate can be produced. It also preserves the finish for a long time after the goods are put into use.

It costs from five to fifty times as much to prepare the metal for lacquering as it does for the lacquer. If the lacquer is of poor quality, the finish very quickly becomes dull, tarnishes and mars easily in handling and shipping.

If your goods become tarnished while in the dealers' hands he cannot sell them and they are returned to you. If they tarnish after he has sold them they are returned to him or complaints made which have to be adjusted.

Such occurrences are annoying and cause loss of prestige for the manufacturer.

Prestige is your greatest business asset—the hardest thing to build up and the easiest thing to tear down and destroy.

G.J. Nikolas & Company Chicago

It therefore becomes necessary to gain the confidence of the dealer by furnishing him the goods he can sell without the fear of come-backs and loss.

As everything depends on the lacquer, why not use "Nikolas" Lacquers which are always dependable.

They have been on the market twenty years and during that time have never failed to give satisfaction.

We will pay \$500.00 to any one who can prove that they or anyone else ever received any "Nikolas" Lacquer that was not of a good quality and entirely suitable for goods or finishes for which we recommended them.

Our lacquers are more reliable than any other because we use materials that never vary in quality and we have a secret process which enables us to utilize a certain fossil gum which no other lacquer manufacturer has ever been able to dissolve.

All of our goods are manufactured and tested under the personal supervision of Mr. G. J. Nikolas, which is an additional guarantee that they are dependable.

Our lacquers are all tested before shipping, and a sample labeled and held for future reference. We have samples of all lacquers sold during the past seven years.

Our lacquers are aged in heavy steel, glass enameled tanks because aging lacquers improves them the same as it does varnishes. We carry over 20,000 gallons of lacquer in stock.

The Famous Nikolas Lacquers

We have the largest and finest equipped factory, devoted exclusively to the manufacture of lacquers, in existence.

We have always confined ourselves to high grade lacquers because if an article is worth finishing, it is worth lacquering with a first class lacquer. The lacquer is the most important and least expensive part of the finish.

As a result of this policy, we sell the majority of high grade lacquer users. At the present time we are selling over 75 per cent of the brass bed manufacturers and fully 90 per cent of the lighting fixture manufacturers. We mention these two lines because they require a better lacquer than many other lines.

"Nikolas" Lacquers are sold on a one price basis. We are the only lacquer manufacturers that have ever issued a net price list.

Some firms manufacture goods on the "get the business at any price" plan and make the goods accordingly.

Goods made on this basis are sometimes bought at their real value, but mostly at too high a price. How do you know when you are getting your money's worth?

We know of no other line of merchandise where the buyer is so completely at the mercy of the seller as in buying lacquer.

You cannot tell the quality by any of the senses as you can most everything else. Lacquer may look well several months after the goods have been placed on the market and then disintegrate.

G.J. Nikolas & Company Chicago

To insure yourself against poor lacquers you must investigate and find the firm that has the reputation for making and selling the most reliable goods.

If you will make an investigation you will soon learn that "Nikolas" Lacquers are the best on the market and we will get your orders.

If you are not using "Nikolas" Lacquers we know that you are occasionally disappointed in the finished appearance of your product, caused by inferior lacquer.

Why not use "Nikolas" Lacquers and put one of the departments of your factory in the "don't worry" class.

Last, but not least. Have you ever met a salesman who claimed he was offering you lacquer superior to "Nikolas" Lacquer? We don't believe you have. This tells the story more eloquently than we can.

The Famous Nikolas Lacquers

G. J. Nikolas

OW many lacquer users have not heard of Nikolas? We dare say very few. Why? Because he has accomplished something notable in his line. He has made a wonderful success of his business because he recognized a demand and filled it.

Twenty-five years ago he was employed by a firm using lacquer. This firm, like many others, had a great deal of trouble in getting a uniform lacquer and lost many customers on this account.

Nikolas got busy and experimented and was soon able to make a lacquer of superior quality.

The beginning was exceedingly slow because his capital consisted of less than \$50.00 and his credit was nil.

He took the orders, made the goods, delivered and collected for them.

He had no salesmen for several years because he was personally able to sell all the goods he could manufacture with his small capital.

His customers sent him over thirty per cent of his new business because they were well satisfied with his product.

After overcoming many hardships, including the loss of his entire capital in a bank failure, he has finally succeeded in placing his business in the front rank.

G.J. Nikolas & Company Chicago

The "Nikolas" Policy

Find out what the people
need—then make it for
them.

Treat our customers fair
and honest.

Treat them all alike.

The Famous Nikolas Lacquers

Nikolas Products

The "Nikolas" Bedstead Lacquer



REALIZING the necessity for an extraordinarily durable lacquer for brass bedsteads and all goods that are subjected to considerable wear, we placed this brand on the market eighteen years ago.

Owing to its durability, brilliance of finish and uniformity, it has come into such favor with the brass bedstead manufacturers in this country and Canada that we are supplying more of them than all our competitors combined.

It is the best one-coat lacquer ever produced. One application is equal to at least six of the stove lacquers commonly known as English lacquers.

Owing to its extra heavy body, it is exceptionally adapted for the satin finish now so popular. Used in conjunction with our gold colors a great variety of gilt shades can be produced. We can furnish this lacquer mixed with colors but prefer to furnish them separately. It produces a hard and lustrous enamel finish equalled by no other lacquer.

The "Nikolas" C. E. 5 Lacquer

This is our most popular and best known brand. It has been on the market twenty years and has never failed to give perfect satisfaction.

It is a brush lacquer par excellence, containing qualities that make it a splendid and economical dip lacquer. It will cover much more surface than the regular dip lacquers and produces an enamel finish that no other lacquer equals for durability and beauty.

It can be used on all metals and finishes excepting gold and silver. It covers a range from brass beds to upholstery tacks.

For gold lacquering it has no equal owing to its splendid flowing qualities and its beautiful lustre. Every shade of gilt can be imitated by using our colors in conjunction with this lacquer.

We recommend it particularly for chandelier, art, ecclesiastical and electrical work and for all metal goods requiring a first-class lacquer.

G.J. Nikolas & Company Chicago

"Nikolas" Acid Proof Lacquer

We can recommend this lacquer only to those who will properly clean their metal and bake the lacquer.

The metal must be absolutely free from grease. To obtain a clean surface we advise washing all buffed goods three or four times with thinner. Water and pumice or dry emery finished metal need be washed only once with thinner. After the lacquer is applied bake at 260 degrees Fahr. for one-half hour.

When properly applied and baked this lacquer is impervious to acid, alcohol and 26% ammonia.

It is applied the same as all other lacquers, but the spraying process is the most successful.

Guaranteed to be superior in finish to all others acid proof lacquers.

The "Nikolas" A. 1 Silver Lacquer

This is a water-white dip lacquer, made especially for silver and gold. It is made from the best material obtainable, and special attention is given to produce a perfect colorless article.

It does not peel nor chip, never turns the silver pink nor the gold red, nor does it cloud under ordinary atmospheric conditions. It is impervious to water, acids, fumes and the atmosphere. It leaves no drip and dries smooth and hard.

We recommend this brand for burnished, satin, French gray, Butler and oxidized silver finishes; also for ormolu and other gold plated goods.

The "Nikolas" A. 5 Silver Lacquer

This is a brush lacquer for silver and gold. It produces a rich, lustrous finish, which greatly improves the appearance of the metal. It never peels nor chips, nor scratches with ordinary handling.

It is adapted for burnished, buffed and oxidized finishes, but should not be used for satin silver, ormolu and rose gold finishes, for these we recommend the A. 1 silver lacquer.

The Famous Nikolas Lacquers

The "Nikolas" No. 1 Lacquer

This is also a water-white dip lacquer designed especially for builders, railway and ship hardware, electrical and all other goods on which a dip lacquer is desired. As it does not produce a gloss we recommend it for sand blast, ormolu, satin and gun-metal finishes.

It is impervious to fumes, water, acid and the atmosphere. It takes up its drip perfectly and dries hard and smooth. It leaves no white or green drips.

Finger marks can be removed with a cloth from this as well as from all of our other "Nikolas" brands.

The "Nikolas" Alcohol Lacquer

This lacquer is made on similar lines to the old style alcohol or stove lacquers. The metal does not require heating before the lacquer is applied, and one coat of this lacquer is equal to about six of the stove lacquers.

It can be applied the same as the stove lacquers, if six parts of alcohol are added to one part lacquer.

S. 1 Lacquer

This lacquer is made especially for electroplated iron goods, i. e., metal furniture, stamped steel hardware, elevator enclosures, etc., but is adaptable for all finishes and metals.

It can be used either as a brush or dip lacquer. It produces a rich gloss and a hard, durable finish.

It is made on different lines from others, with the idea of producing a very economical lacquer of a good and durable quality. On numerous competitive tests, it was proven that this brand will cover from 20 to 40 per cent more surface than any other.

G.J. Nikolas & Company Chicago

R. 10 Lacquer

While this is our lowest-priced lacquer, it has a wide range of uses.

It is highly successful on small, acid-dipped brass goods which are lacquered in baskets. As the lacquer is very free flowing it quickly runs off, so the articles do not stick together. Steel tools used by carpenters, linemen and others can be protected with this lacquer so they will not rust while in stock. It also is used on cheap brass and copper-plated goods.

Instrument Lacquer

This is a lemon-yellow colored lacquer designed for optical and technical instruments. We can also furnish it in an orange color.

The base of this is our Alcohol lacquer. The advantage of this brand over the old style lacquers is, the metal requires no heating, therefore producing a more lustrous finish. Only one coat is required.

Glossy Black Lacquer

This lacquer produces a very beautiful rubber-black finish, which is very hard, tenacious and extremely durable. It is applied similar to our other lacquers. It will air dry in less than ten minutes. If baked, it should not be heated to a higher temperature than 150 degrees Fahr. for fifteen or twenty minutes.

The metal on which the lacquer is applied should first be oxidized. A more lustrous finish is obtained on a smooth surface than on a rough one.

The "Nikolas" Dead Black Lacquer

This lacquer is a very fine imitation of the genuine Bower-Barff finish. It is made from our bedstead lacquer, which insures the finest wearing surface that can be produced with a lacquer. It never peels nor chips even though it be applied on highly polished surfaces, and covers the metal so well that oxidizing is unnecessary. The finish is less liable to get glossy from handling than ordinary black lacquers.

The Famous Nikolas Lacquers

Number 2 Dead Black Lacquer

The body of this lacquer is a combination of the "Nikolas" Bedstead and C. E. 5 Lacquers. This insures great adhesiveness and durability. The pigments which are added to black lacquers are foreign to them and as a result, reduce the adhesive qualities. For this reason we use only our finest brands of lacquer for our celebrated Dead Black lacquers. They never chip or peel.

This brand has the same covering quality as our "Nikolas" brand, but we advise oxidizing the metal before applying the lacquer.

Like the "Nikolas" brand this one produces a fine imitation of the genuine Bower-Barff finish.

"Nikolas" Lacquer Enamels

These enamels are made from our "Nikolas" Bedstead Lacquer to which is added the finest pigment colors.

This combination produces beautiful air-drying enamels which can be used on all kinds of metals, wood, etc.

We recommend them only to those who are equipped with a spraying apparatus.

We manufacture this enamel in Red, White, Blue, Yellow, Green, etc.

"Nikolas" Verde Antique Lacquer Enamel

This product is a lacquer enamel which we can furnish in many shades. You can produce in a few minutes a Verde Antique finish which is superior to the chemical finish in many ways.

Prepare the metal by copper plating and oxidizing black, apply a coat of our C. E. 5 Lacquer, allow it to set, then apply the Antique Verde Lacquer with a spray. By holding the sprayer about fifteen inches from the work you will obtain the spotted effect. By applying more or less the finish can be varied.

We carry three stock shades, No. 1, No. 2 and No. 3. The No. 1 is deeper green than the No. 2. No. 3 is more gray.

G.J. Nikolas & Company Chicago

Colors

Gold

Special Gold

Orange Yellow

Lemon Yellow

Brush Brass

All of our colors are in a concentrated liquid form, ready to be added to the lacquer. They mix very readily with any of our transparent brush lacquers. In selecting our colors, we have exercised great care to obtain those that have no injurious effect on the lacquer.

Gold Color

This is a deep gold color which requires toning with either Orange or Lemon Yellow colors to produce various shades of gilt.

Special Gold Color

Made for those wanting one color to answer all requirements. Many beautiful shades can be produced with it. We recommend it to bedstead manufacturers, job platers, etc.

Brush Brass Color

Brush brass color added to the lacquer will give tone to the brush brass finish.

The "Nikolas" Gold Dye

Many small articles, such as belt and suspender buckles, hat pins, medals, fobs, etc., which cannot be successfully gold lacquered in the ordinary way and therefore are either gold plated or left in the brass finish, can be economically finished with our gold dye.

Goods colored by this method do not require rinsing in water and drying off in sawdust. By doing away with these operations the goods are not marred and considerable labor is saved.

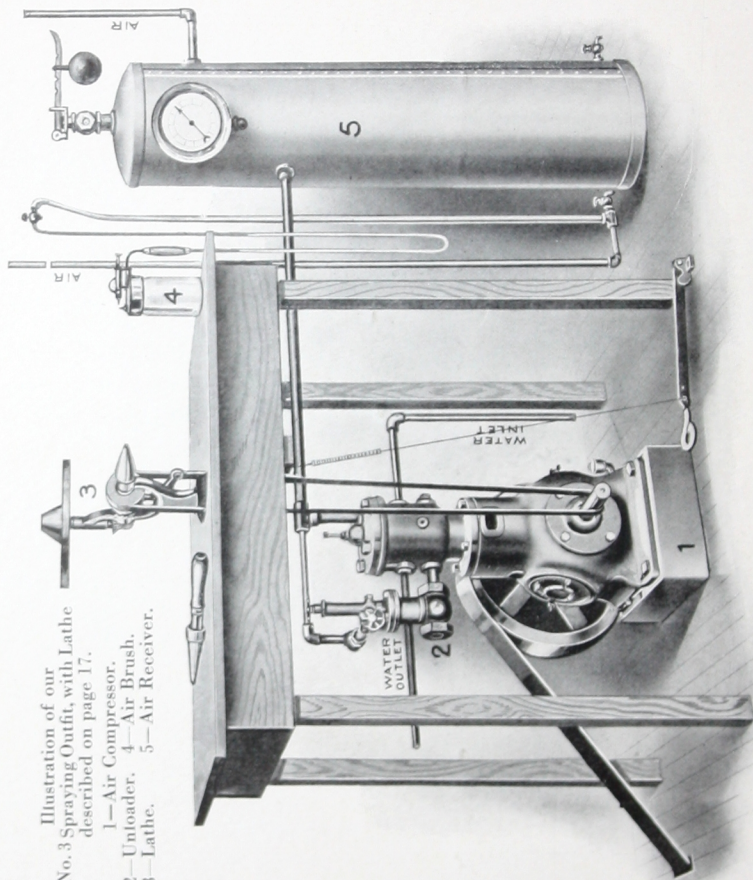
Lacquer the goods with No. 1 or A. 1 Lacquer in the usual manner, and after the lacquer has been baked five or ten minutes, immerse in the dye for a few seconds, take out and shake vigorously to remove the superfluous dye and again place in the oven for a minute or two. Special trained help is not required for doing this work.

We can furnish the dye in a number of shades.

The Famous Nikolas Lacquers

Illustration of our
No. 3 Spraying Outfit, with Lathe
described on page 17.

- 1—Air Compressor.
2—Unloader. 4—Air Brush.
3—Lathe. 5—Air Receiver.



G.J. Nikolas & Company Chicago

Lacquer Spraying Machines

As stated in another part of this pamphlet, spraying is one of the three approved methods of lacquering. It is superior to the brush method because the lacquer may be applied much more evenly and heavily than is possible with a brush.

Compared with dipping, the spraying method is better because the lacquer is always clean, which, as you are well aware, is not true of dipping. In addition, a great deal less lacquer is required.

One spray operator will do as much work as three or four brush lacquerers. The cost of The Nikolas Spraying Outfit can be paid for in a short time by the saving in labor.

A complete apparatus consists of an air compressor, air receiver with safety valve and gauge, and air brush or spray cup. It requires from thirty-five to forty-five pounds air pressure to atomize the lacquer, which is projected on the metal in the form of a fine vapor.

We furnish complete outfits from \$56.50 up. Write us stating your requirements and we shall be pleased to quote you on a suitable equipment.

If you are using the old method of applying lacquer
you are losing in efficiency, time and money.

The Famous Nikolas Lacquers



The Nikolas Hub



THE "Nikolas" Hub for utilizing worn down sewed buffs, which are usually burned or disposed of for very little, is a great money saver. The above cut shows the hub loaded with twenty-four sections ready to be trued down to a smooth face. The wheel is very easily balanced with the weights we furnish with every hub.

G.J. Nikolas & Company Chicago



Base of Hub



Retaining Cap

The hub is no experiment. It was in practical use for nearly a year before it was offered to the public. We know that it is practical, mechanically correct and a big money saver.



Punch and Gauge for Perforating Buffs

If you have enough worn sections to keep the hub in constant use, you can save \$75 a year above the cost of the hub, which is \$15.

The Famous Nikolas Lacquers

A wheel made up on our hub never cakes with composition so it would require “opening up” as wheels do when made up from new sections. The wheel “cuts” more rapidly than a new one. The sections do not catch the work where they overlap, as you might think they would.

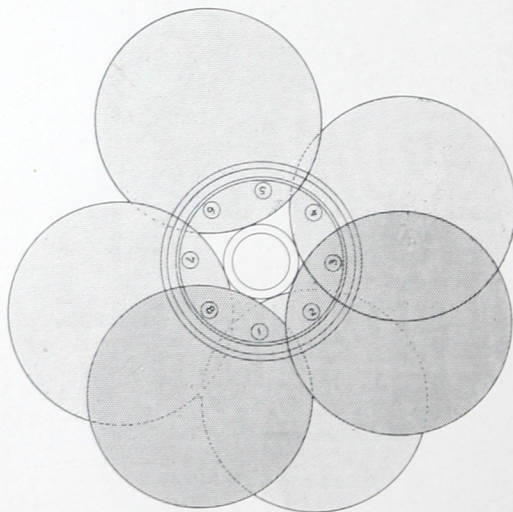


Diagram Showing Plan of Assembling Buff

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A Good Brush Is Half the Battle

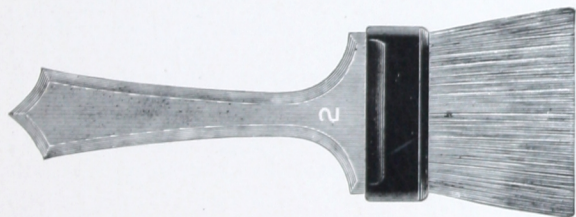
The bristles of our brushes are secured by first immersing the butts (or stiff ends) of the bristles in soft rubber; they are then put upon the end of the handle (not around it as in the old way); a belt of rubber, combined with metal wound around the whole, covering the butts of the bristles, and conforming to a groove running around the adjoining end of the handle.

The portion of the brush covered with rubber and metal is then placed in a die, and vulcanized (or hardened) under heat and pressure. The result is a solid vulcanized head in which the bristles are so thoroughly imbedded

that it is impossible for them to get loose.

The handle being dove-tailed into the head is also firmly secured.

We wish to state, that while great care is taken in



removing short hair from brushes, before shipping, it frequently happens that a few hairs, too short to catch in the rubber, still remain.

These can be readily removed by washing in thinner three or four times and then dipping the brush in lacquer and drawing several times across a rough, unplanned board.

Price List of Brushes

CAMEL'S-HAIR

Face	1 in.	1½ in.	2 in.	2½ in.
No. 243, Medium, per doz.....	\$ 4.50	\$6.75	\$ 9.00	\$11.25
No. 244, Extra thick and long, per doz....	5.40	8.10	10.80	13.50

FITCH HAIR

Face	1 in.	1½ in.	2 in.	2½ in.
No. 216, single thick, Chisel, per doz.....	\$ 3.50	\$5.10	\$6.80	\$8.20
No. 217, double thick, Square, per doz....	3.80	5.70	7.60	9.50

Less 10 per cent in dozen lots.

We recommend Nos. 244 and 217 as the most satisfactory Brushes.

The Famous Nikolas Lacquers

Information for Lacquer Department



WHILE it is important to use good lacquer, it is equally important that it be properly applied. A lacquer improperly applied can under no circumstances give good results. There are three approved methods of lacquering—viz.: applying with a brush, dipping or immersing the metal in the lacquer, and applying with a spraying apparatus. Of these methods, dipping and spraying are the most satisfactory, when practical, because the lacquer is more thoroughly and evenly applied. It requires skill to apply lacquers with a brush, particularly so if colors are used in them. To produce an even colored finish, the lacquer must be applied perfectly. If it is heavy in one place and light in another the color will vary from a dark to a light shade and give the work a streaked appearance. Realizing the impossibility of applying gold lacquer perfectly even, we make a "Special Gold Color," which harmonizes more with the brass than darker colors and does not show defects so readily when applied unevenly.

Cleanliness

To obtain the very best results the metal must be free from grease and dirt and should be as clean as for plating. Many manufacturers fail to properly clean the metal and yet want a lacquer to give satisfaction. This demand we have met by adding certain materials to our lacquers which absorb the grease so the lacquer will adhere. We do not claim the results are as good as if the metal were clean.

Clean Metal with Thinner

If articles cannot be cleaned with cleaning compounds before lacquering, and are too large for dipping in thinner, we recommend the following plan which is very effective. Dampen a cloth with thinner and go over the article rapidly and thoroughly, covering all parts, then follow with a dry, clean cloth or chamois skin. Do not allow the thinner to evaporate before you wipe the article with the dry cloth. If you do, you will have considerable trouble in removing the grease.

G.J. Nikolas & Company Chicago

Brush Lacquers

To insure covering the metal thoroughly, the lacquer should be flowed on very freely in one direction and taken up in another only sufficient to prevent runs. By doing this you will obtain a lustrous and durable finish and avoid skips.

Dip Lacquers

While brush lacquers can be used with success as dip lacquers, dip lacquers cannot be used very successfully for brushing, unless great care is exercised to apply a very heavy flowing coat.

Water-white dip lacquers produce no gloss nor do they detract from a finish. Therefore they are adapted for highly polished finishes, such as burnished and buffed silver, gold, brass, etc., as well as sand blast, satin, ormolu and all dead finishes.

Dipping is a very simple process. After the proper amount of thinner has been added to the lacquer and the mixture stirred, immerse the goods in it and allow to drain until the lacquer starts to set at the top of the article, then place in an oven and bake at 120 degrees Fahr. for a half hour or more.

Spraying

All lacquers can be applied with the spraying process with great success if the metal is clean. One of our customers who, previous to installing a spraying plant, employed from twenty to thirty people, now has less than ten and turns out more goods than before. In addition to the great saving in labor, the finish is much superior to brush lacquered work, because more lacquer is applied and it is put on more evenly, producing a finer and more durable finish.

Lacquer Rooms

Lacquer rooms should have good daylight, be clean and kept at a temperature of about 75 degrees Fahr. Clean the benches and mop the floors daily. The goods should be wiped outside of the lacquer room, so the lint will not settle on the lacquer while it is drying. Do not have a direct draft through the room, because it will raise dust and set the lacquer too quickly, making it difficult to apply it with a brush.

The Famous Nikolas Lacquers

Cold Weather

In cold weather allow the metal to attain the temperature of the room before lacquering. Lacquer the small articles first in the morning because they warm through sooner than the large ones.

Damp Weather

On damp days, particularly warm ones, close the doors and windows of the lacquer room to exclude moisture. If too much moisture settles on the metal and lacquer, the lacquer will cloud. If the humidity is exceptional, place the goods in an oven right after they are lacquered. If you have no oven wait until weather conditions improve.

Baking Lacquers

While all the "Nikolas" lacquers are air drying, they are benefited if properly baked. Brush lacquers may be baked at not more than 150 degrees Fahr., nor for more than fifteen or twenty minutes. Our No. 1 and A. 1 Dip Lacquers can be baked at 160 degrees Fahr. for a half hour or more. They never get brittle, even if baked for several hours at this temperature.

Lacquer Tanks

Lacquer tanks for dip lacquer should be made of glass, earthenware or enameled iron, never from zinc, galvanized iron or copper. Tin can be used for the No. 1 and A. 1 Lacquers, but not for the others. Have the tanks made so the lacquer can be drawn off frequently to clean them.

Brushes

Lacquer brushes should be well taken care of. If they are allowed to get out of shape, it is impossible to do good work with them. When not in use, suspend them in lacquer or thinner. Never allow them to rest on the hair in the lacquer cup.

Ovens

Ovens should be heated with steam in preference to gas. If gas is used, have an opening in the top of the oven to allow the unconsumed gas to escape. After heating the oven for fifteen minutes, open it and allow the moisture to escape before placing the lacquered goods in it.



